

Abstract

A shelf display apparatus for storing absorbent articles packaged in a flexible film in a substantially upright position on a shelf. The apparatus includes a substantially horizontal top support member having a proximate end and a distal end. The apparatus includes a first vertical support member and a second vertical support. Both vertical supports being substantially vertical and both having an upper and lower end. Moreover, the first upper end is joined to the proximate end of the top support member and the first lower end is connected to a shelf. Similarly, the second upper end is joined to the distal end of the top support member and the second lower end is connected to the shelf. The top support member has a non-linear portion to provide further upright support of the packaged absorbent articles. The non-linear portion shape may consist of curves, triangles, rectangles, random patterns and combinations thereof.